

# NORTH CAROLINA ASSOCIATION FOR HEALTHCARE QUALITY

NCAHQ Newsletter

February 2025

## *Message from the President*



Dear Colleagues,

Welcome to 2025! We certainly hope that you had a wonderful Thanksgiving, Christmas and New Year holiday season filled with family and friends making merry memories.

As we turn the page on years, I hope that you took the time to reflect on all the quality that you were engaged in this past year, and then look to 2025 with a new fresh outlook to engage with all areas of quality. Our conference planner and team have worked tirelessly to put together an exciting conference that you do not want to miss. Our Renew, Refresh, Revitalize: Cultivating Quality Organizations conference is just a few months away so mark your calendars for this opportunity. We have both in-person and virtual options available for you to attend and network with like-minded individuals in the quality healthcare spectrum.

Along with the conference team, the education team has worked with the collaborative to bring three webinars in January. I hope you were able to take advantage of these great educational opportunities to work and participate in collaboration with the other organizations. Both the conference and these webinars are wonderful if you need education credit hours for CPHQ certification requirements.

When you turn your calendar year, do you have a project that you are working on or ready to submit? We are calling for abstracts through February 21, 2025. This is a great opportunity for you to showcase your hard work in quality. Please see NCAHQ.com website for more information.

Get the most out of your membership by participating on one of our committees or join the Board of Directors for a front row seat. If you are interested or know someone who is, we are seeking engaged members to help make NCAHQ the resource and networking arena for participants in healthcare quality. Please reach out to any sitting board member if you have any questions. We will be glad to speak with you.

Finally, thank you for being a valued member of NCAHQ. We do appreciate you. We look forward to seeing, working and networking with you this year. We are going to make 2025 a beautiful year.

**Shellie VonCannon, MSN, RN, CPHQ**

**2024-2025 NCAHQ President**



# NORTH CAROLINA ASSOCIATION FOR HEALTHCARE QUALITY

**2025 NCAHQ Annual Conference:**  
**Friday, 5/16/25 – Joseph S. Koury Convention Center**  
**Pre-conference event on Thursday evening 5/15/25**  
room reservations:

***NCAHQ Conference Sheraton Reservations***



***Renew, Refresh, Revitalize:  
Cultivating Quality Organizations***

In 2025, we are honored to welcome Dr. Apurv Gupta as our keynote speaker. Dr. Gupta is an expert in driving transformational change for leading healthcare systems. He is a thought leader in physician engagement, change management, quality transformation, and leadership development. He coaches and mentors healthcare leaders to help them lead transformation efforts.



**KEYNOTE SPEAKER**

**Apurv Gupta, MD, MPH**  
**Vice President, Advisory Services**  
**Premier, Inc.**

**Register Now:**

**2025 Annual Conference**



## **CALL FOR ABSTRACTS:**

Our conference is seeking abstracts that share the innovative projects and groundbreaking ideas you and your teams have implemented related to better outcomes and improved processes. Submissions are due February 7, 2025. Two abstracts will have an opportunity to present via a brief podium presentation and other top abstracts will be invited to present posters.

We look forward to seeing your great work!

**NCAHQ 2025 Conference Poster Abstract Submission**

**[NCAHQ Conference Registration](#)**

**[Book a Hotel Room](#)**

# Call for Poster Abstracts

## Call for Abstracts

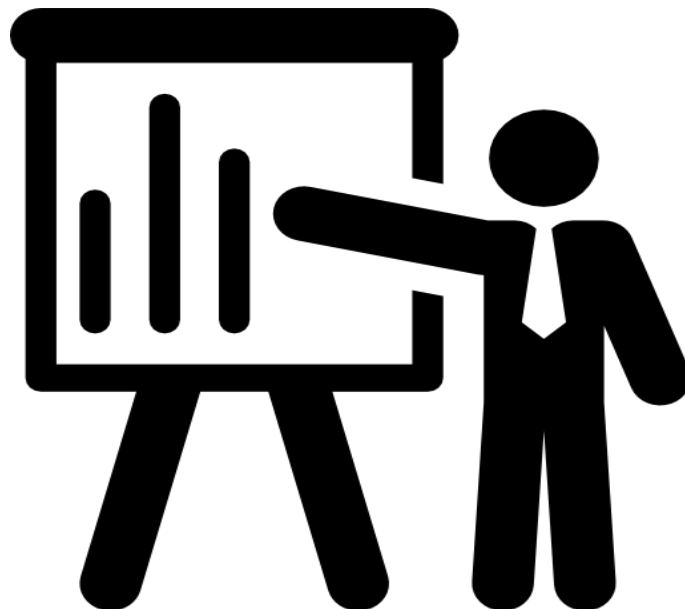
Highlight your impact at the NCAHQ 2025 Annual Education Conference by celebrating your accomplishments and promoting widespread learning! We are seeking abstracts that share the innovative projects and groundbreaking ideas you and your team have implemented to better outcomes and improve processes.

**Two abstract submitters will have an opportunity to present via a brief podium presentation and other top abstracts will be invited to present posters.**

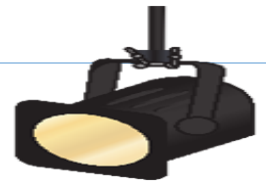
We look forward to seeing your great work!

**The Abstract due date has been extended to **February 21, 2025** and should be submitted via electronic form through this link:**

**[NCAHQ 2025 Conference Poster Abstract Submission](#)**



# Member Spotlight



**Abby Matusik, MHA, CPHQ, C(ASCP), LSSBB**  
**Performance Improvement Coordinator II**  
**Neurosciences Institute and Emergency Medicine**  
**Service Lines, Atrium Health**

I was born and raised in Pittsburgh, PA. I played volleyball in college and obtained my bachelor's degree in biology and chemistry. I worked for University of Pittsburgh Medical Center (UPMC) in the Automated Testing Laboratory for nearly 5 years while also going to school at the University of Pittsburgh for my master's in health administration. It was during my residency that I fell in love with Quality and knew I wanted to pursue my career in the field. I moved to Charlotte, NC in 2022 to work for Atrium Health in the Quality Management Department. I obtained my CPHQ in 2023 and my current role at Atrium is the Performance Improvement Coordinator II for the Emergency Medicine and Neurosciences Service Lines. I am the current Treasurer Elect for NCAHQ and have so far loved learning new skills and working with everyone in the organization!

## **What do you see as the greatest challenge in healthcare today?**

I think one of the greatest challenges in health care today is identifying leading indicators – real time factors that help move the needle on the big picture outcomes such as Readmissions, Mortality, Infections, and Length of Stay. Healthcare data is notoriously months behind so identifying and then having access to data that can serve as leading indicators to teams has been proven difficult. While finding leading indicators can be challenging, I believe that it is also accelerating Healthcare into a new space where real time data can be the norm.

## **As a quality professional, what aspects of your job help teams succeed?**

To help teams succeed, what I've found the most helpful is creating a shared project charter and definitively outlining goals. Having these documents visible to workgroups keeps teams on task and focused. It is also helpful for leadership to obtain a high-level overview of the work and possibly help course correct.

## **What is the greatest value of being a member of NCAHQ?**

The greatest value of being a member of NCAHQ is being able to connect with other Healthcare Quality professionals who work outside of my organization. It is great to meet new people with shared interests but who also come from different backgrounds.

Abby is also serving on the NCAHQ board as the Treasurer Elect.

## Member Spotlight



**Amy Bell DNP, RNC-OB, NEA-BC, CPHQ, FAWHONN**  
**Associate Director DNP Program**  
**Department of Academic Nursing**  
**Wake Forest University**

### **Tell us about yourself, professionally and personally.**

My humble beginnings in healthcare occurred over 33 years when I became a nursing assistant during my senior year in high school. I received both undergraduate and graduate nursing degrees from The University of North Carolina at Chapel Hill and a Doctor of Nursing Practice (DNP) degree from Duke University. I have dedicated my career to providing exceptional care, leading teams, improving health outcomes at a systems level, and have special interest in advancing health for women and their families.

Throughout my career, I have held numerous leadership and management roles. I am currently the Associate Director for the DNP program and an Assistant Professor at Wake Forest University School of Medicine in the Department of Academic Nursing. I have expertise in guiding teams, managing healthcare operations, improving healthcare quality, and implementing strategic initiatives to help ensure the highest standards of patient care are met.

I was a standing member of the National Quality Forum (NQF) Perinatal and Reproductive Health Team and a 2014 NQF Maternity Action Team member for Early Elective Delivery (EED) rate reduction strategy. I received the 2016 Quality Professional of the Year Award from the North Carolina Association for Healthcare Quality (NCAHQ). I was a 2016 National Association for Women's Health, Obstetrics, and Neonatal Nursing (AWHONN) Emerging Leader and was inducted into the inaugural AWHONN Fellows class in 2023. I am a past board member for NCAHQ, and a current Board member for the Duke University School of Nursing and NC AWHONN.

I led Atrium Health's improvement initiative for reducing the nulliparous cesarean delivery rate and the obstetrical hemorrhage initiative. I am the leading author on a quality improvement article published in the November 2017 issue of *Obstetrics & Gynecology* on reducing nulliparous cesarean birth rates across a large health care system. I also coauthored the *Blueprint for Advancing High-Value Maternity Care Through Physiologic Childbearing* published in June 2018. I completed an editorial fellowship for the *Journal of Obstetrics, Gynecology, and Neonatal Nursing (JOGNN)* and the *Nursing for Women's Health (NWH)* and have been appointed to a 3-year term on the NWH editorial board. I have presented nationally at NAHQ, AWHONN, Premier, and the Institute for Healthcare Improvement (IHI), Health Systems Process Improvement (HSPI), North Carolina Nurses Association (NCNA) and North Carolina Association for Healthcare Quality (NCAHQ), and webinars for the CMS's Partnership for Patients, Premier, and AWHONN.

As a life-long resident of Landis, North Carolina and member of Trinity Lutheran Church, I serve as Vice President of the Church Council, a member of the handbell choir, and have served on numerous mission trips, both nationally and internationally. Additionally, I started a Board position for Main Street Marketplace and Meeting Place in China Grove, NC where I am committed to making a positive impact in my local community.

Beyond my career and local service, I enjoy spending quality time with my husband, Wes, and two adult sons, Austin and Grayson. I have a passion for traveling, reading, and spending time in the mountains and at the beach.

### **What do you see as the greatest challenge in healthcare today?**

I believe our greatest challenge in healthcare today is navigating the ever-evolving healthcare landscape to ensure health equity remains our focus and to combat misinformation that is widely available to the people that we serve.

### **As a quality professional, what aspects of your job help teams succeed?**

My current position is full-time academia, and I have the honor of teaching quality improvement, patient safety, translational research, implementation science, evidence-based practice, healthcare management and finance to our DNP students. As an educator, I partner with current and future nurse leaders to empower them to use the latest evidence to lead teams, to understand quality improvement, to practice with patient safety at the forefront, and to ensure a high-value product is being delivered to healthcare consumers.

### **What is the greatest value of being a member of NCAHQ?**

The greatest value in being a member of NCAHQ is the ability to network with colleagues who are like-minded and to take advantage of the numerous educational opportunities at an affordable price.

# AWARDS

**Nominate Someone Today!!!!**

Do you know someone who should be recognized for their significant contribution in a healthcare organization and/or to the quality profession?

Please nominate a peer for the 2025 NCAHQ Quality Professional Award or the NCAHQ Quality Rookie of the Year Award.

**The nominee must be a member of NCAHQ.**

**Deadline for Submission is March 3, 2025 at 11:59 pm.**

**Please use the links below to submit the nomination or go to**

**[www.NCAHQ.org](http://www.NCAHQ.org)**

**[NCAHQ Quality Professional Nomination](#)**

**[NCAHQ Quality Rookie of the Year Nomination](#)**

The recipient will be announced at the 2025 Annual Conference.





# MULTISTATE COLLABORATIVE

NORTH CAROLINA ASSOCIATION FOR  
HEALTHCARE QUALITY



**Free webinars offered to our NCAHQ members from all the different states. Greatly increases our CPHQ credits during the year.**

**For more information on the multistate collaborative that NCAHQ has joined click below:**

**Link: [Home | NCAHQ](#)**

# Educational Offerings

**MAHQ Presents:**

*"We Have a Problem"*

*The Necessity of Pre-Crisis Response & Communication Plans*

**Thursday, February 20th, 12:00pm-1:00pm**

**[Click Here to Register](#)**

**NCAHQ Presents**

*Strategy Discussion: Highlighting Strategic Planning Initiatives*

**Thursday February 27th, 2025, 12 pm - 1pm EDT**

**[Click Here to Register](#)**

# Educational Offerings

NEAHQ Presents:

*Uncovering the Cause - Using Performance Improvement  
Tools for Root Cause Analysis in Healthcare*

Friday, March 28th, 12:00pm-1:00pm

[Click Here to Register](#)



# Connections

**UPCOMING Board Meetings You Can Attend!**

**\*\*\*Town Hall\*\*\***

**Friday February 28th at 12 noon EST**

**Zoom link:**

<https://us02web.zoom.us/j/85728455160?pwd=QbqCjMcGR5WQ6ZDvrmgbAzEPvahY8V.1>

**BOARD MEETINGS ARE ALWAYS OPEN TO ANY MEMBER THAT WOULD LIKE TO ATTEND.**

**March 28th, April 25th, at 12 noon**

**Contact: Shellie VonCannon at**

**[svrn99@yahoo.com](mailto:svrn99@yahoo.com)**



**Connect with us!**  **Website: [www.ncahq.org](http://www.ncahq.org)**

# Benefits of Membership

## Benefits of NCAHQ Membership

Joining NCAHQ is a great way to honor your commitment to healthcare quality, stay connected with professional peers and remain actively engaged in your career.

### Benefits include the following:

- Multi-State educational offerings with opportunities to earn CPHQ credits (**Free** with Membership)
- Reduced rates at NCAHQ conference
- Professional networking
- Membership e-newsletter
- Membership directory
- Voting on NCAHQ Board of Directors
- Opportunity to participate on one or more committees
- Opportunity to serve on the NCAHQ Board of Directors
- Networking opportunities with peers that work in and around Healthcare Quality

**Annual Membership-\$75**

**Student Membership-\$45**

**Retired/Emeritus Status-\$45**

**[JOIN/RENEW HERE](#)**